

Association for Information Systems AIS Electronic Library (AISeL)

AMCIS 2010 Proceedings

Americas Conference on Information Systems
(AMCIS)

8-2010

Information Technology Adoption in Latin American Microenterprises

Travis Good

University of Nebraska at Omaha

Mehruz Kamal

The College At Brockport: State University of New York

Sajda Qureshi

University of Nebraska at Omaha

Nancy Jimenez

University of Nebraska at Omaha

Follow this and additional works at: <http://aisel.aisnet.org/amcis2010>

Recommended Citation

Good, Travis; Kamal, Mehruz; Qureshi, Sajda; and Jimenez, Nancy, "Information Technology Adoption in Latin American Microenterprises" (2010). *AMCIS 2010 Proceedings*. 498.

<http://aisel.aisnet.org/amcis2010/498>

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2010 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Information Technology Adoption in Latin American Microenterprises*Travis Good¹, Mehruz Kamal², Sajda Qureshi¹, Nancy Jimenez³*

1. College of Information Systems and Technology, University of Nebraska at Omaha, Omaha, NE, United States. 2. Department of Computer Science, The College At Brockport: State University of New York, Brockport, NY, United States. 3. University of Nebras

The majority of businesses in developing regions across the world are microenterprises. In recent years, this form of business has been particularly resilient to economic downturns. While microenterprises are the least likely to succeed, when they do, their growth increases by a factor of 3.4% when they adopt technology. However, the challenges faced by microenterprises make it very difficult for them to adopt technology successfully. Existing theoretical models of ICT adoption have centered on intent to adopt in large organizations, and thus lack applicability to microenterprises, wherein the intent to adopt is an individual decision. This paper builds on prior work that focused on understanding micro-entrepreneurs' decision to adopt based on classification of entrepreneurs' attitudes towards IT. Specifically, this paper analyzes results from a focus group conducted in a Hispanic community within Omaha, Nebraska. The contribution of the paper is in the insight into how micro-entrepreneurs' community orientation may impact their attitudes and perceptions towards IT Adoption. Implications on how this community perspective to IT adoption may impact development are also suggested.